

***“HOK KOLOROB” Mapping the Trajectories of
Contemporary Indian Cyberactivism***

A Dissertation

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Submitted by

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DECLARATION

I, hereby declare that I have completed my final year project on “***HOK KOLOROB Mapping the Trajectories of Contemporary Indian Cyberactivism***” at National Institute of Technology Rourkela, Odisha in the academic year 2015 under the supervision of Prof. V. Vamshi Krishna Reddy. The information submitted by me here is true and original to the best of my knowledge.

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Certificate

This is to certify that the dissertation entitled, “*Hok Kolorob Mapping the Trajectories of Contemporary Indian Cyberactivism*” submitted by Ritu Raj Prasad in partial fulfillment of requirement for the degree of Masters of Arts in Development Studies of the department of Humanities and Social Sciences, National Institute of Technology, Rourkela, Odisha, is carried out by her under my supervision. To the best of my knowledge the subject embodied in the dissertation has not been submitted to any other University for the award of any degree.

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Acknowledgement

It is a great opportunity for me to write about a subject like “HOK KOLOROB Mapping the Trajectories of Contemporary Indian Cyberactivism.” At the time of preparing this paper I have gone through different websites which help me to get acquainted with new topics.

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I would also like to show appreciation to all faculty members and the batch mates of my department for their support.

I have tried hard to gather all relevant information's regarding this subject. I don't know how far I am able to do that. Furthermore I don't claim all the information included in my dissertation paper is included perfectly.

There may be shortcomings, factual error, mistaken opinion which are all mine and I alone am responsible for those but I will try to give a better volume in future. Above all I convey my gratitude to the invincible god and my dear parents for their blessings and support which motivate me to carry out this work.

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Abstract

This dissertation examines an overview of the trajectory components and repertoire of Indian student's movement which executed a series of movement during the year 2014. Cyber activism is the process of using internet based techniques to operate and create activism of any type in order to achieve a specific goal or objective towards the movement. The social networks and online technologies will help to gather followers, broadcast message and creating awareness.

It is qualitative examination of the participatory potential of social media focusing on student organized protest against sexual harassment in Jadavpur University and Racism faced by North East Indian. The two case study will provide a detailed account of how social media platforms such as Facebook and Twitter were used to organize a student's online protest. The selection of these two case studies is based on its social action and its digital impact in the present day scenario. We will also focus on comments from various individuals which will contribute in composite and contested discussion on both the cases even if we consider a limited population who participate online. The objective is to identify how internet can be a public sphere while examining the case studies. The result reveals that the internet and information and technologies have provided a new public sphere for discussion. The internet and social networking sites such as Facebook and Twitter have positively affect the spread of offline information and their effect increases over time. The protesters of social movement are taking a superiority to spread messages and garner support.

Keywords: Social Media, Protest Behavior, Political Participation, Social Movement
Cyberactivism, Internet, Facebook, Twitter.

Content

Declaration	
Certificate	
Acknowledgement	
Abstract	
Contents	

Chapter 1

Introduction	8-16
1.1 Motivation behind the study.....	9
1.2 Significance of the study.....	10
1.3 Objective of the study.....	11
1.4 Methodology.....	11
1.5 Organization of thesis.....	11

Chapter 2

Review of Literature	
Internet as a Public Sphere.....	17-35
2.1 Evolution of Public Sphere.....	17
2.2 Internet as a Public Sphere.....	20
2.3 New Social Movements.....	22
2.4 Social Media.....	25
2.5 Facebook.....	26
2.6 Twitter.....	27
2.7 Cyberactivism in the World.....	28
2.8 Theory of Resource Mobilization.....	31
2.9 Protest in the Age of Social Media.....	32
2.10 Social Media in Egyptian Revolution.....	34
2.11 Tunisian Revolution.....	35

Chapter 3

Analysis

Cyberactivism in India.....	36- 53
3.1 Introduction.....	36
3.2 Case Study 1: Nido Tania’s killing on Racial Grounds.....	41- 47
3.2.1 Introduction.....	41
3.2.2 Background to Revolution.....	41
3.2.3 Social Media as Organization Tool.....	42
3.3 Case Study 2: <i>Hok Kolorob</i> Movement.....	48-53
3.3.1 Introduction: India against Police Violence and Gender Justice.....	48
3.3.2 Use of social Media.....	53

Chapter 4

Conclusion.....	54-57
Bibliography.....	58-64
Websites Referred.....	65-67

Chapter 1

Introduction

The Activism has been a prevalent area of study and there is an immense measure of writing about the point, particularly on the students movements against protest in the India in the 2014's in which internet provides of the amazing and fast development of new advances. Activism, alongside the assistance of new informative devices, has made it simpler for individuals to arrange and unite on a worldwide scale. In this online environment everyone can be a “speaker of contemplations and values,” and getting around people with the same intrigue and perspective is more straightforward than at whatever other time in late memory, appropriately, the rules to start a “Revolution” are no more the same.

Information and Communication Technologies (ICTs) are empowering total action in ways never thought possible. Regardless of the way that the more far reaching political air may have a viable effect on the accomplishment or dissatisfaction of creating social development associations (SMOs), the Internet is enabling get-togethers already unequipped for political action to find their voices. The petitions, an average movement for the beginning social development, are definitely not hard to direct on the web, especially differentiated and the time a similar effort takes disengaged from the net.

This kind of movement can start to rally supporters and be the initial phase in making another online system. Information and Communication Technology has for sure achieved basic worldview transformations human society and made significant change in the way we live, work or play. It has wound up in like manner pervasive that the whole world environment of the 21st century has experience a quantum level, not simply in the measure of data to be associated yet in the extent of sweeping change in our framework society. One thing that has being altered to this accomplishment is the improvement of PCs and change in telephone development, that pushed PC into the universe of mass correspondence media and opened up the wild of online correspondence advantages on what is today figuratively called “Information Super Highway.” The rise of information channels of this implies has revolutionaries today's information what's more, awareness re-getting up society. Adefolarin.A.Olamilekan says “Cyberactivism and social

networking sites are nodal advantage to the desire of nation building and peace.” He suggests that the process of cyberactivism provides an effective foundation in which one can participate, initiate and influence the conversation. It also promotes the debate of “nation building and peace” which is assembled a great amount of engagement, interaction, and attention and participation. According to Kleinfeld (2011) cyberactivism associate all sides of issues, not simply an ideologically expansive against war voting demographic, from the left of a response to the in a rush “soccer mothers” who may favor proceed onward, and moderate activism too.

Lorna Stephenson (2011) in his article “Cyberactivism” suggests that the “internet can be a double edged sword when it comes to activism.” He also argues that although the internet is cheap and easy to get messages from wide audience, it also eats up valuable time of the people and creates an online presence for the campaign which is a challenge. Tiberiu Andrei Pintilie (2014) says Cyber activism can possibly achieve and connect with opinion leaders who impact the reasoning and behavior of others. The internet is a key asset for free independent or cyber activists, especially those whose message may run counter to the mainstream, Particularly when a serious violation of human rights happen, cyber activism is crucial in reporting the abomination to the outside world. The provision of ICT facilities in the community sites take place, and this suggests that each folks living in the community have physical access to technology and such access is meaningless unless folks feel able to use of those opportunities.

Motivation behind the Study

The work in Cyberactivism has been made conceivable by the Internet's change of information stream. Any user can immediately turn into a satisfied producer and impart to a worldwide crowd, empowered by the improvement of a “full fledged computing platform” which permits anybody to have a voice (Peters, 2011). Occurrences happening in some obscure part of the world can abruptly be exposed and increase universal recognition, basically if users attract attention regarding the issue by posting photos and allocating details. Users can broadcast their sentiments and assemble bolster just by exceeding to their online sites, and it is with this capacity that activists see esteem in building awareness and consideration for their campaigns says Calvin Q. Lam from University of California, Los Angeles, (2014).

With the changing patterns in utilization of ICTs essentially all around, activists too have begun utilizing these advancements for campaigning about social issues, over the globe. Interestingly, it

is elusive a support gather that does not have an online vicinity today. Web is in a general sense changing the way activists work, improving their capacities to contend with the approach.

Creators encouraging little and inadequately subsidized gatherings to compose, advertise and speak with bigger groups of onlookers speedier and at lower expense (Price, 2000).

The Internet and ICTs have extraordinarily profited non radical political and social movements, who have successfully gained by the Internet's one of a kind capacities, for example, the capacity to impart a message to a substantial number of people at amazingly minimal effort, and the capacity to activate people who are geologically scattered. Sadly, and of course, these same capacities have been an aid to radical gatherings and movements, too. Jamie Friedland, Duke University, Kenneth Rogerson, PhD, Duke University (2009).

Significance of the Study

One of the advantage of the internet is communication another advantage is information. It is only because internet is an endless store house of information. Any topic or any kind of information is available on the internet. Due to social media people have gotten additional engrossed within the virtual online world. New innovations have additionally encouraged the rise of transnational characters, that is, people who view themselves as individuals from a national or ethnic gathering regardless of the way that they don't live in the land territories connected with those countries or ethnicities. Brekke (2008, 111) highlights the significance of the Internet for keeping up social connections: "Visiting on the Internet is the most imperative method for staying aware of 'online companions' everywhere throughout the world." Social Media and Migration: virtual group 2.0 Lee Komito (2011).

The expanding openness and the ability to talk with a substantial number of natives quickly have made the web a gadget of choice for individuals or affiliations looking to spread a social message far and wide. Free activists the world over are using the web and propelled devices to manufacture their gathering, unite with other tantamount minded people outside their physical surroundings and likewise lobby, raise finances and arrange events.

The web's expansion in access to data and trades of thoughts as upgrading political participation, civil society, and majority rule government have given the ascent of social movements. In recent days communication several individuals has been simple and cheap in the social networking. Online networking has assumed a critical part in the movement disregarding the mass media ignoring the protester subject. For social movements this implies that their beliefs can be spread

quicker and to more individuals, which thus broadens the open door for social and political change. The level correspondence structure, which is given by social networking, can accordingly encourage social movements and thus social change. Social networking give activists from everywhere throughout the world the intends to arrange exercises, exchange best practice cases and increase attention for their cause.

Objective of the Study

1. To examine Internet can be a Public Sphere
2. To identify the Modus Operandi of Cyberactivism
3. To examine the Social Dynamics involved in Cyberactivism

Methodology

A qualitative method will be applied to study the impact. The study is descriptive in nature. The textual analysis method is adopted to analyze the analytical text on Indian Cyberactivism. First of all, this thesis aims to research Indian Cyberactivism to find out whether the newly online participation is changing the features of social movements. This thesis is formulated into four parts. Following the introduction, chapter two reviews, literature on public sphere, internet as a public sphere and chapter three discusses cyberactivism in India. Chapter four is composed of a conclusion and discussion.

At the theoretical level I will first familiarize about the public sphere as it is necessary to make a clear delimitation. I will examine Habermas various ideas related to public sphere and it will also include the arguments from several scholars. Habermas (1991, 1) hassles that if something is public it is “open to all.” The task of public sphere can get to be occupied with “critical public debate” (Habermas 1991, 52). Public sphere would in this way oblige media for information and correspondence and access by all citizens.

Organization of the Thesis

The purpose is to review the literature on current Cyberactivism by considering some of the techniques that have been used to promote digital activism. This article includes the recent examples of cyberactivism and involves an emerging networked, as Lynch (2011) states “communication differently, interacts differently and has expectation of public sphere compared to previous generations.” It will also examine how some of the protesters make use of technology mediated tools for participation, interaction and discussion through the network. The idea of public sphere in Habermas assigns a theater in current social orders in which political

participation is instituted through the medium of talk. According to him the public sphere is a sphere appeared between the economy and the state. He consider the sphere as a space where people can discuss the issues of shared importance (political or trade news) in various places. He also states that everybody has the right to have their voices heard and assist in the issues which are important. Moreover having the internet as a central element, it is necessary to discuss how internet can be a public sphere and how it can be a new space for participation. To bolster the idea, the New Social Movement and Theory of Resource Mobilization theory will be highlighted as well. Moreover, it is important to comprehend the contextual analyses in which Indian cyberactivism happens. It will likewise break down about the online participation and correspondence and figure out whether this data builds the justification for collaboration between individuals.

The last section of article will examine the two cases of cyberactivism that evolved into new forms of organizations and mobilization occurred during the year of 2014. The people use the social media to create a new virtual public sphere for protest and demonstrations which was somehow successful in spreading the information throughout the world. I will focus on social media for the investigation. It is only because of gaining high popularity from the youths and highly developed modes of communication. As per the new developments in the field of information and communication, the need emerges for active utilization of new advancements in mass correspondence. Web is less expensive, adaptable, entertaining and more captivating than some other gadget or medium. The 2014 Jadavpur University students protests, otherwise called the Hok Kolorob movement, are a continuous arrangement of protests by the students of Jadavpur University that started on September 3, 2014. The term “Hok Kolorob” (truly, “let there be commotion,” was initially the title of a melody by Bangladeshi vocalist Arnob and started to be utilized as a hashtag on Facebook. On 16 September 2014, serene shows by students occurred in front of the administrative building of the University, requesting an examination concerning the assault on the student. Taking after a few unsuccessful endeavors at dialog with the powers, the students gheraoed (encompass in showing) some work force of the University including the Vice-Chancellor, Abhijit Chakrabarti. He called the police. The resulting police ruthlessness unleashed upon the students in the early hours of September 17 set off a wave of challenges by students and educators.

Reactions of the police severity incorporated that police utilized cudgel charge on a tranquil exhibition, that female students were mauled and attacked by male cops. The protest have been checked with a solid cultural flavor: students have been singing, dancing and organizing different social indications during the time while the protests follow. It is not of the first movements in India to altogether utilize social networking and cyber activism for coordination and spread. The dissents have an expansive oeuvre of notices, graffiti, sonnets, songs, slogan, road plays and exhibitions spotting the University grounds and the lanes of Kolkata. This has driven the Trinamool Congress to connection this challenge to the student's movements of the 1970s.

The protests by students of Jadavpur University (Kolkata, India) and additionally different supporters of an autonomous examination concerning a late instance of attack at the Faculty of Arts took an appalling turn amid the night of September 16th when the police and Rapid Action Force (RAF) assaulted them, turning to ridiculous and unpredictable savagery upon all the students present at the sit-in.

India has constantly taken a holier than thou position on the issue of racism and has situated itself as a victimized person. Racism and violence's against individuals from North East region of India and Jadavpur University respectively are not new. North eastern individuals are forced to bear these hate crimes in all the urban areas and different places in India. It starts with stereotyping from the suspicion individuals make. The isolating of individuals from North East India is transcendent in all the instances of prejudice in India. The National Capital has seen an ascent in the assaults on individuals from Northeast including the passing of Nido Tania.

Prejudice is not just inborn among individuals; it is additionally drilled by the state commanding voices as racial profiling of individuals from north east India. Ladies from north east India stays more defenseless against racial separation and sexual savagery. Collective action and participation takes groups at how gatherings work aggregately on the web, and distinctive levels or method for cooperation. Protest were caught through online networking stages, mobile and social networking sites (SNSs) that were utilized vigorously as one of the essential tool utilized by protesters as a part of the social changes. The two case studies will highlight the capability of social networking stages for bringing social activism and suppositions of those on the ground to the front line of the global public media plan, and spurred on public and scholarly level headed discussion about the employments of social networking by activists and others in this socio-political setting.

As a rule, clicking like on somebody's Facebook post or retweeting a drifting hashtag on Twitter requires less exertion and less planning than marking (or setting up) an appeal or joining in a show in the city. Due to this, advanced activism has experienced harsh criticism with some contending that a significant part of the online engagement in issues is excessively reductive and uninvolved, characterizing this new time of activism. The part players in the social development use online networking as a device for information and updates on what was happening, and for association. Facebook gives numerous systems administration instruments permitting its individuals to successfully communicate with each other.

Social movements can be, and have been, executed in different structures and on diverse levels so as to change social orders. Today, nonetheless, social movements happen during a time in which advanced communication technologies have made new potential outcomes for the world to shoulder witness, and for activists to unite and organize themselves. The interconnected way of online networking stages, for example, Facebook and Twitter lend themselves effortlessly to information sharing, importance an activists can post a slogan, picture or insights about an issue, share it with companions, plug into likeminded online groups and convey information through their systems in a considerably less time and vitality devouring route than more conventional routines for going way to-entryway or remaining on road corners and requesting that passer by sign petitions.

There is undoubtedly if nationals need for a change inside their own life then a social activity of some structure should inalienably be embraced. Social Movements can be, and have been, actualized in different structures and on distinctive levels so as to change social orders. Today, in any case, social movements happen during a time in which advanced correspondence innovations have made new conceivable outcomes for the world to hold up under witness, and for activists to unite and compose themselves. I now discover especially interesting is the capacity residents now need to act and order change inside their own reality from in the midst of their social networking.

This is true that the “new forms of technology cyberactivism have started to appear and became a common place alongside traditional media as vehicles to monitor, gather information and denounce atrocities or abuses in situations that encompass social justice, protests and strikes and election processes” Fernando Adolfo Mora (2014). Social networking sites are said to give

people the capacity to connect and unite in a crisis, raise mindfulness of an issue world.

The Internet is a locus for a wide range of gatherings to interact, work together, and collaborate. This innovation is, on a fundamental level, esteem impartial: it can be a channel for both positive and negative associations. As such, the internet is a spot for individuals with an extensive variety of intrigues incorporating radical gatherings inspired by instigating social and political discontent. Yet, the routines every gathering uses to activate could be comparable.

If we discuss about social media then, social media has been assumed as a part in changing degree, yet the extent to which social media has influenced and will influence movements is still questionable. Despite the fact that supporters and commentators keep on debating this theme, both sides concur that social media has one shared element: sharing information. Social networking sites, for example, Twitter, Facebook have utilized viral campaigns, hashtag, influencers and feature transfers to spread the news. Social networking has permitted us to interface with other people who have a heartbeat on the circumstance and lets us to stay informed on the most recent advancements. They have broken boundaries that already controlled data and have given activists a chance to rapidly impart information. The examination on whether Social Media has made these movements is a vital one, yet until further notice we can all advantage from the “continuous” spread of information utilizing these long range informal communication destinations.

If we see the example of world, it has been found that Facebook likewise played a critical part in Tunisian and Egypt upheaval. Protestors couldn't get proper scope from the national TV so they utilized the stage of social networking like facebook and twitter to not just convey and deliver message to standard universal media additionally to accumulate protestors and illuminate them about the next spot of protests. Saima Zareen, Arshad Ali and Muhammad Ali Junjua (2014)

One of the biggest advantages of using social media for positive change is the ability to connect with the large community and if applicable globalize a campaign goal. The social networking sites are more like the virtual meeting spots where individuals would be able to talk about on distinctive topics, share information, substitute files and pictures. By joining diverse communities, now individuals can know much about the most recent news related with that group.

Twitter set the pattern for “real time” administrations, where users can telecast to the world what they are doing, or what is on their personalities inside a 140 character limit. Facebook followed after accordingly with their “Live Feed” where users' exercises are emerged when it happens.C. S. Ramanigopal, G. Palaniappan, N. Hemalatha (2012).

The evidence recommends that the Internet's effect on opening up issue systems to new voices and intrigues may have a more prominent impact on political interest than its effect on changing individual inspirations or capacities. New opportunities for political participation do draw in new participants to decision making gatherings, in this manner changing the data environment in which agency decisions are made. Social networking sites began developing in 1990s and now turn into vital online tools. The networks through social networking sites gives a stage to its users to correspond with one another and offer individual data, convictions musings, encounters, learning, belief thoughts. It likewise permits the users to structure their online groups. Social networking sites permit clients to present themselves as content, features and sight and multimedia contents. Social networking incorporates cell phones and overall web bases innovations which conceive interactive online groups.

Chapter 2

Internet as a Public Sphere

Evolution of Public Sphere

It is very interesting to say that Public Sphere is an arena where people participate or interact with each other with stupendous society. Their ideas are taken into consideration and they are engaged in the argumentation which is contributed for the welfare of society and at last final decision taken by them. Development of society is based on the public participation. Citizens have the right to raise the voice for the sake of development. It is different that some people voice got heard and some not but if they raise their voice in unity that can be heard.

Jorgen Habermas, a German social philosopher first coined the term “Public Sphere” and defined it as a realm of social life in which public notion is formed. Habermas (1992) defined it as a “network of communicating information and points of view.” He used the term “*offentlichkeit*” which comes from French adjective meaning public.

Some considers it only as political which authorize to participate in democratic conversation and some found in the media. The immense number of middle class men, private individual consolidated together and committed in reasoned argument over the basic matter of collective enthusiasm and concern, creating a space in which both new ideas and forms were accomplished (Habermas, 1962). Public sphere came into existence when people gather to discuss political issues. According to him public sphere is a consequence of democracy. His idea of public sphere is to call for rationalization of power through medium of public discussion among private individual. He specifies two features of public sphere which is independent from government and free from market pressure and is easily accessible to member of society. Habermas explained that in the late eighteenth century, a new political class came into precedent in Britain and formed a public body and provided the condition for reason based public opinion.

Habermas build a model “Structural Transformation of Public Sphere” in 17th and 18th century and suggests it is a space where people could be acquainted, discuss and form decision act upon it. As his model is dependent on existence of civil society because he was interested in development (civil society; governed by law include area apart from family exists only when economic activity is separated from household). He begins his history and analysis type of

publicity with classical notion of public and private. He examines the importance of communication to which he suggests that speakers and listeners have capability to speak truthfully and reach an allurements. Specific institutions such as libraries, universities, church, coffee house, town halls, clubs and parks, streets as it has no fixed organization structure and allows citizen to argue diversified issues became the places for public debate. The face to face meeting acted as the community in which the particular could commit themselves in the activity such as the politics, work place. But he is not emphasizing the dimension of public sphere to an indisputable space but rather to an ideal quality. “Public sphere is neither a market place nor a coffee house, park it is a live deliberation on a numerous level within society” told by Hinton (1998).

Although the theory of public sphere is the bourgeois public sphere developed under social condition and the essential component is dynamic and are not subject to change. In 18th century important characteristics of public sphere were demonstrative use of public reason. In his period, state began to take more function and affected peoples live, directly to which he argued in complaining about tax officials debating with minor officials and people began to learn how to use their views publicly and judiciously. Habermas argued that communicative use of public reason occurred within bourgeois reading public sphere in response to literature and coffee house became the center of debate then it emerge out where discussion of art and literature play important role. Some scholars frequently talk about various groups occupying public sphere as a physical place to which he clarifies it is not a place it is an idea that is dependent on various social and economical factor. He explained it as an expansion and deterioration of public sphere by relating political socio and cultural phenomena. Different scholars have different views on public sphere, for example: Curran (2000,134) classifies public sphere as an “idealized notion of bourgeois public sphere” in which individual citizen debated matter of familiar interest in a free prudent disinterested form. Michael Schudson (1992) refers public sphere as a reasonable exceptive discourse as incompetent and incoherent. John Kean (2000) refers it as a differently sized extending and inter connected public sphere and distinguishes between “micro public sphere” (operate at a sub nation state level) “meso” (global supra national character) and “macro” (global supra national character). Scannel calls it as a “reasonable” (force of mutually accountable behavior that pre supposes) i.e. willingness to listen allows other view point and if necessary to willingness to leave aside.

According to Gurcan public sphere refers to a contingency that is socially and politically constructed within and through time in a particular space with effective involvement of people and sharing a set of tradition. According to him Aristotle deserves to be known as a first thinker accentuating separation of private from public to which he dignified the private as a sphere of individual, slave woman and family and public as citizen. Hanna Arendt in her book “The Human Condition” modeled the idea of public sphere as the principle of public space which was characterized by “arena” (accessible to all citizens). Robert Putnam describes public sphere as a “social capital” (social space include relationship, friendship, association and social movement). It specifies citizens allocating time together working cooperatively and adoring. It also establishes network, norms, social trust in society and facilitates coordination, cooperation for mutual benefit among citizen. Nancy Fraser argues that “fragmented into competing interest” there are many citizen who overlap and work in tension with each other. Jorgen Gerhard’s says public sphere serves as a forum in which citizen interact on a collectively significant issues allow citizen to inform themselves about societal development examine and control political and economic issues.

Public refers to the appearance and not a particular content or place of communication. The public sphere comes into continuation whenever people engage in argumentation over problematized validity claim (Dahlberg 2007, 49). Some scholars argued that Habermas work is invalid as public sphere was limited to upper class of society and others claimed that it never existed for group such as poor, woman, slaves and criminals. Fraser argued that the public sphere never provided equal access to all members of society as it excluded women and proletariat people to which government pay attention to diverse voices. (Fraser 1992)

The public sphere has been essential focuses in deliberation on gender equality, women’s participation, access in the public sphere have been key index in scaling women’s deliverance. The public sphere continues to be a struggle and a perpetual goal to achieve equality so that gender discrimination failed to exists. Today Habermas (1992) has noticed the neglect of women in his theory. He accepted that the exclusion of women had brought some structural differences in his theory. He argued that the contact with the feminist movement “in turn transform these discourses and the structure of public sphere itself from within.” As his public sphere was established in the interests of male, white, educated and property owners. Women and bourgeois’ were excluded from so called widespread urban culture. This type of exclusion can still be seen

in the 21st century networked community in which billions of people do not have access to internet and they cannot be a part of the debate.

Internet as a Public Sphere

Earlier people were occupying a coffee house or town halls for discussion but the 21st century public sphere occupies the virtual sphere i.e. internet. Internet as a platform for Public sphere is historically, conceptually and geographically situated. The contemporary data and correspondence innovation have given an informative space where civil argument can be directed and have made another open space for discussion among adolescents.

Habermas clarified people in public sphere as an independent and open informative collaboration considered both by choice and assessment arranged and financial structure. The prime explanation behind development which implies it is available implications are traded, communicated examined, coordinated and aggregate body is constituted by open. He saw it as clear, certainty based, justificatory and regularizing. The enlightening idea of open circle clarifies what people in general circle is the reason it is that way and how it influence on political and social life. While regulating open circle is making by intuition and thinking. Furthermore, it portrays how open circle ought to be organized with a specific end goal to satisfy the parts.

Ideal and non Ideal hypothesis: the ideal hypothesis clarifies what the best open circle could be on the planet in which everything was politically conceivable. Carey (1995) contended that ideal open circle never existed so he called people in general circle as a “Recovery of Public Sphere” which means preservation of independent cultural social life and resist the confine to corporate governance and politics.

Charles Taylor describes it as a three status extra political (exchange of views and thought, lack of traditional authority), secular (absence of transcendental idea) and metatopical (refers to shared non local social imaginaries common space of understanding). But, John Keane says it a spatial relationship between two or more individuals joined by method for correspondence in which peacefulness discussions eject concerning force connection. He found multilayered thought of public sphere, micro (sub cultural), macro (global) and meso (national) it implies small scale comprises of contestable relationship in the middle of force and local people, meso involves association of a huge number of individuals at level of country state structure or area of state and large scale includes correspondence somewhere around hundreds and million even

billions of individuals at supra national worldwide level. Today improvement in web innovation invigorates development of full scale open circle. The advancement in ICT and media ought to be taken to break down the change of public sphere. Open meeting spots are circle of political commitment that can transform into political spaces of correspondence and challenge. It is accepted that web can be ideal spaces for starting open contention and social changes and devise new open circle for political impedance and amplifying vote based investment. Mark poster (1995) has stated in his article that “Cyber Democracy Internet and the Public Sphere” the new technologies are taken into account that is internet. He argues “public sphere has long been mediated by technologies in which older media served to isolate public citizen and new media allows the interaction between the people” and considers internet as “dream universal active speech” for example electronic mail affords expeditious decisive communication of messages.

Mass media has a significant impact on society because it has the ability to reach a larger audience, organize substantial parts of societal self organization and opinion formation. Dahlgren (2005) says in the long run the internet might strengthen political interest and participation among citizens Mike S.Schafer and Jurgen Gerhard’s (2009).

People can use the internet if their socio economic status and the skills allow using them. It has been seen that internet has also contributed more to politics. Iosidifidis (2011) argues in his article “The Public Sphere, Social Network and Public Service Media” that internet has ability to create a healthier public sphere and it all depends on how one uses it, the new public sphere is open to all and it appear to be ideal spaces for initiating public debate and social changes. Boeder (2005) responded that “computer mediated communication has taken the place of coffee house discourse.” Stumpel (2009) argues that digital spheres are the public places that are outside control by states in which individual exchanges their opinions and knowledge and are “spaces where public minded rational consensus can be developed.”

Lincoln Dahlberg (2001) argues that online discourse can extend the public sphere through electronic oriented “special events” such as e debate and email lists (offer push technology). Clift (1997) explains that being push technology lists are active, people do not need to make the effort to make link into forum each time they go online. Those web discuss require the level for reciprocity clinched alongside which members read and answer-paid will every others presents moreover additionally require discursive equality (the level about sincerity, mutual respect, act from claiming inequality) and enormous researchers analyzed those level of coherence

(acknowledge preferred argument and joining for opinion). Cass Sun Stein (2002) claims that internet makes easier for the individual to find one another with the similar views that will lead to echo chambers of likeminded individuals. Todd Graham (2014) internet has the ability to create a communicative public sphere but that all depends on ability of the people to use them. It has been witnessed that internets enlargement in exchange of ideas and access to information has helped the people to communicate and provided the rise of movements very easy and cheap in social media. It has helped the marginalized groups who were excluded from the mainstream. For instance in the Arab world the majority were male leaders and since the women were not allowed to engage in the political discourse. It was the internet who gave the opportunity to women to express their views more freely. A Fulya Sen (2012) argues that “internet gives opportunity for social and political change.” It is true that social networking technology creates a communicative environment for the emergence of movements. Castells (2009) argues that “mass self communication as a new form of interactive communication is characterized by the capacity of sending messages to many at real or chosen time depending on the purpose and communicative practice.” He calls today society as “networking society” in which social movement can take place and enter into the public sphere. 21st century social movement depends on social media. As a technology it has the ability to expand the network among people but it all depends on the people how they use this technology to form and shape the movement. There are many countries who have utilized the technologies for social movement and it has been a huge success one. It has been observed that social media has helped to organize the protest movements demanding for justice and an end to violence. Why do people protest, what is the main reason behind the protest? An individual is frustrated with the political corruption, high unemployment, and general dissatisfaction with the political parties. In India people fight for the social issues such as racism, poverty, hunger, terrorism, environment degradation and many more. The advancement of technology has given the opportunity to young people for protest.

New Social Movements

The French revolution, occurring within the late eighteen century, is one in all the foremost well known social movements in history. Davies (1962) told that it passed off in an exceedingly amount for monarchies, feudal laws, upper class rule and non secular authority.

Social movements have been occurring for centuries from Gandhian era and are connected to social, political and economical changes. Tilly (1978) responded a social movement as a “group of people identified by their attachment to some particular set of belief” where as McCarthy and Zald (1977) argued social movement is the change in a class structure or reward distribution. According to John Wilson (1973) identifies it as a “conscious, collective, organized attempt to bring about or resist large change in the social order by non institutionalized means.” People partake to feel better about them to enhance an unsafe mental state. Cooperation as an individual movement may be without political reason.

Social developments are executed in numerous structures with a specific end goal to change the general public. It is a kind of gathering move made by individuals so as to satisfy their interest or to battle for equity and rights against the abuse and persecution. Furthermore, include the individuals acting together for a typical objective. It is not just about the accomplishment of monetary prosperity, here the discussions are identified with the human rights. The part of social development in the long haul for the improvement of human right is of extraordinary criticalness. These sorts of developments happen in the public arena which can be influenced straight forwardly or in a roundabout way and individuals cooperation ought to be energized. Social developments can be seen as the human rights in which thoughts are made by human performing artists. As human rights does not require “metaphysical existence” (for example through god or nature) or abstract reasoning. Social movements are regarded as the change or defending in the aspect of society and depend on mass mobilizations, Neil Stammers (1999).

The movement which creates awareness about the perceived roots of social problems. Many researchers termed the social movement as the phrase new social movement in the contemporary discourse. Forms of movement such as student movement, women movement, and peace movement for example Narmada Bachao Andolan is a social development comprising of agriculturists, hippies, activists and adivasis individuals who were against building of substantial dams close Narmada River. The method of challenge incorporates yearning strike and gathering

backing from film identities. These sorts of developments are not class based and don't raise financial or social issues it raises the issue of humankind cutting over the hobbies of all classes. Their responsibilities are essentially in light of the change and require the dynamic cooperation by the individuals and adherents. Individuals ought to investigate different protected strategies instead of the immediate activity. On the off chance that the framework fizzles in the daring framework to illuminate the contention would lie all in all in settling social clashes. The goal of social development is social change. The members get prepared for accomplishing social equity. Bs Risager (2012) recommended that the social performers assume significant part in social development as they can envision and it delivers argumentative association with social and environment encompassing. He accentuates for the spot, for any development to be led obliges place with certain physical qualities, for example, in regards to of size and area which gives a logical angle to the development message for case some development possess places, for example, Tiananmen square on the planet and in India Jantar Mantar in Delhi where individuals are united against the political, financial and framework these spots have got to be representation. My focuses are on the virtual place of social media such as Facebook and Twitter instead of physical places. No doubt these social networking sites have opened the door for the movements around the world irrespective of gender, caste, class, and race. In the Cyber time of alleged Facebook and Twitter unrest numerous specialists assert that the interest in the social developments is customized and individualized, however to support any development even an online development obliges association. In these respects it relates to the social movements ignited across North Africa in the 'Arab Spring' of 2011, where unrest and protests were captured via social media platforms, mobile technology, and social networking sites (SNSs) that were employed heavily as one of the primary tool used by protesters in the social upheavals. The Arab Spring highlighted the potential of social media platforms for bringing social activism and opinions of those on the ground to the forefront of the international public's media agenda, and spurred on public and academic debate.

It has been seen that throughout the world during the anti globalization protest in Seattle against the world trade organization, online revolution of the Arab spring (north Africa in the Arab spring 2011 the protest were captured via social media and the social networking sites and was heavily used by the protesters) and occupy wall street, the digital platforms and social media have shepherd in the particular direction in a new way to organize with less organization. People

have freedom of expression and they have the command to make their own choice about when and where to get involved and they connect through cyber networks and not through organizational bureaucracy. Activists build the groups and develop platforms and they have more online participation. The year 2011 was the “Year of Revolution” and revolution in many parts of the world. This year is regarded as the “Year of Public Sphere” that gave the voice to citizen’s demand. Throughout the world it was called as the year of Twitter and Facebook implying that it was the social media which gave opportunity to create the protest movements around the globe. Earlier the physical places were occupied by the people but now days the squares are occupied as the public sphere for mobilization oriented communication. It is possible that some movement can have small organization but have high levels of engagement in this case some movement may evolve their organizational structure or a may die.

The online community will develop the sense of ownership, confidence and will try to solve the problem together. The collective reaction taken by the people’s movement should be based on area and time where we should adopt the mechanism which will give justice based on requirement of time. The priority should be given from the grass root level. The public participation should be encouraged. The participation creates opportunity to share their view and everybody will be involved for development. Sometimes it happens that people are not aware of what is going on their locality and hence are not involved in the development activity or any movement. The new tool of social media has gained popularity over past few years. India’s population is 1.2 billion and +22 scheduled languages. Over 200 million internet users in accounting male 650 million and female 580 million. 52% of population below 25 years of age diversity. Source BI intelligence, IAMAI.

The Social developments are at present demonstrated as ongoing occasions on the net and hugely through the gifts presented by social networking stage titans You Tube, Facebook and Twitter. The dissidents capacity to give and discharge material inside the genuine minute it happened with a group of people that was found mainly or broadly as well as all around. “The future of social movements and its relationship with social media will continue to adapt and grow, but it will certainly be intertwined moving forward. The human spirit is something that will not change and it will be the defining cause of any societal change, and we may have yet to see what the next tool for change might be.” Eric Clark, (2012)

Social Media

“Social Media are a group of internet based applications that build on the ideological and technological foundations of web2.0 which allows the creation and exchange of user generated content.” (Kaplan & Haenlein, 2010, 60) Malcolm Gladwell claimed in his 2010 New Yorker article that online social networks create only weak ties, not the strong ties that are needed for actual action. Caroline S Sheedy (2011)

In response to social media Tufekci & Wilson, (2012) says “Social Media has provided new sources of information that cannot be easily controlled by authoritarian regimes.” The social media as tools have been praised for the ability to reach many people, but the transition from reach to action is debated. In fact, the argument over whether or not the media influences social change is not new. In 1948 study, Lazarfeld and Merton argued that the mass media can cause audiences to become knowledgeable about a subject, but take no action. (Lazarfeld & Merton, 1996, 11). Sebastian Valenzuela (2012) argues that adults who use online networking partake in dissents on the grounds that intuitive media are channels for learning political data, communicating political opinions and joining reasons advanced by social developments. There is a lot of confirmation both in created and creating countries suggesting that individuals who take part in urban and political exercises including dissent conduct are successive clients of online networking (Bekkers, Beunders, Edwards, & Moody, 2011; Earl & Kimport, 2011; Pearce & Kendzior, 2012; Valenzuela, Arriagada, & Scherman, 2012; Yun & Chang, 2011). Three clarifications were examined: information (social networking as a news source), sentiment articulation (online networking as a space for communicating political conclusions) and activism (online networking as a venue for discovering mobilizing information and joining reasons).

“Social media are not the causes of revolutions and violence; they are rather a mirror of the power structures and structures of exploitation and oppression that we find in contemporary society” Christian Fuchs (2013, 186). Jodi Dean (2005) contends, subsequently, that the Internet has in the connection of open free enterprise turn into an innovative obsession that advances post-governmental issues. What Papacharissi (2010) calls the development of a political private circle is, for Dean, the dispossession of legislative issues legitimate. “Record imparting is political. A site is political. Blogging is political. In any case this very instantaneousness lays on

something else, on a former prohibition. Also, what is avoided is the likelihood of politicization fitting.” (Dean 2005, 65)

Facebook

Facebook is the internet leading online community. Its website was launched on February 4, 2004, by Mark Zuckerberg with his roommates and fellow Harvard University students.

The basic plan is to offer every registered user the possibility to make a user profile with footage and to touch with their supposed friends or contacts they link to on the location. A users posting in the type of text, footage or each will receive feedback from alternatives users within the type of the “like” button and the option to form their own comments. They may forward the postings to their own Facebook contacts the “share” choice. One well liked Facebook supports is community pages for common interests. Many political candidates produce pages for themselves, and once a user clicks on the “like” button, those users indicate that they might prefer to receive updates every time the candidates add one thing to Facebook.

Social networking sites can be seen as the contemporary likeness what the daily paper, the poster, the leaflet or standard mail was for the work development. They are means not just to pass on conceptual assessments, additionally to give a shape to the path in which individuals meet up and act together, or to utilize the allegorical dialect, to choreograph aggregate activity. Remarking on the occasions in Tunisia and Egypt, Shirky has further underlined the all-powerful force of online networking as methods of aggregate activity the utilization of online networking is paralleled by the rise of new manifestations of backhanded or “choreographic” administration, making utilization of the intelligent and individual character of social networking. In this structure, Facebook and Twitter are allocated diverse parts. While Facebook is utilized as an enrollment stage to bring new individuals in, Twitter is principally utilized as a method for inward coordination inside the group. The part of both sites as authoritative means is further illustrated by taking a gander at the path in which they are utilized as a part of developing an enthusiastic pressure, making a force towards and appreciation for spots of social occasion.

Twitter

Twitter is an informal organization and micro blogging administration (Levine 2011). Twitter is not same as Facebook in that it permits users to set up individual’s profiles and made arrangements of companions, yet its essential capacity is a micro blogging administration, which empowers users to send and read users messages called “tweets” (Chahal 2011). These tweets

are contained up to 140 characters showed on users profile pages. Tweets are free obviously, then again, users can limit their transmission to just those on their companion lists. Users can likewise sign up to get tweets from different users, even individuals they don't know and this is what we call "following." "Twitter is used for 'following' people we have frequently never met; and, similarly, Facebook allows us to keep up with the 'friends' we would otherwise not necessarily sign in touch with" (Gladwell, 2010).

"Facebook and Twitter were used to issue a "call for arms" among the protesters when possible danger occurred." Analyzing over 3 million Twitter messages, YouTube videos and blog posts Howard et al (2011) showed that social media played a crucial role in shaping the political debate and protests during the Arab Spring and helped to spread the information about the uprisings across the borders. In the countries with a lack or absence of open media, social media become a very important factor and helped create what Khondker (2011) calls the "cyber-civil society," a replacement for government-controlled media where the news is transmitted and shared among users of social media.

Active citizenship is connected to advancement financial aspects. Participation of nation level specialists in advancement support tasks has been a long haul objective for some improvement orgs. Cornwall and Gaventa (2001), for instance, contended for a more bona fide way to participation in view of the privileges of social citizenship so that individuals not simply governments and NGOs can have a more straightforward say over the things that influence them most. Kennedy, Kerry J (2007).

At the tallness of the outrage, Facebook gatherings, causes and posts and tweets on the issue spread like out of control bonfire, especially among the adolescent, empowering expanded investment in road dissents composed by customary social developments. Barack Obama's online political protest which not just assembled a mass of volunteers and contributors yet has urged the young to get included and vote. Argue that its stages and portability has taken into consideration expanded interest in socio-political issues, but in new structures and ways. (Rheingold 2002; Jenkins 2008) Malcolm Gladwell and Clay Shirky (2011) argue that cyber networks have acted as a vast positive offer shock to the price and unfold of data, to the convenience and vary of the public speech voters and the speed and scale of cluster coordination. As Gladwell has noted somewhere else, these progressions don't allow generally uncommitted groups to require viable political activity. They do however allow conferred gatherings to play

by new standards. Facebook is currently accessible in seventy dialects, and had 901 million month to month dynamic clients toward the end of March 2012 (Facebook, 2012a).

Cyberactivism in World

Cyberactivism can be defined as the process of using communication technique to operate, create and manage the activism of any type. It allows the folks to utilize the technologies to gather, reach follow and broadcast messages of any movements. “Techopedia”

Martha Mc McCaughey, Michael D. Ayers (2003) argues in their article “Cyberactivism: Online Activism in Theory and Practice” Cyberactivism is fundamental perusing for anybody inspired by understanding the effect of the Internet on legislative issues today. It is a convenient to accumulate articles in analyzing the developing significance of online activism. They indicated how online activists have not just consolidated late innovation as an apparatus for change, additionally how they have changed the significance of activism, what group implies, and how they consider aggregate character and equitable change. They also suggested that the protests are constantly about systems, as a rule network of individuals who have a typical interest or concern and come together-whether in a physical spot, for example, before a government building, or through a request or other campaign. No big surprise, then, that the internet has been a valuable webpage for social activism of numerous structures.

It has been verified that the web is perceived as another channel of correspondence, yet its capacity is constrained to supplementing the current ones (vis-à-vis cooperation and telephone calls) what’s more at times removing them. Most in a broad sense, existing qualities of connections are instrumental and focal in figuring out which channels to utilize and at the point when solid ties impart utilizing all the channels; powerless ties utilize just some of them. Personal data about our sentiments and whereabouts are distributed on the web. The observation is that we are imparting encounters and feelings with our companions, when truth be told they are being imparted to an unbounded gathering of people.

Afife Idil Akin clarifies that “Cyberactivism is praised as a means of change and democracy since it reaches out to state and non-state actors all around the world and it overcomes state regulations.” He contends that despite the fact that Internet helps social developments to enroll individuals and correspond with non-states performers all around the globe, the internet does not give a free and unbounded space from the imperatives of state power in view of restriction and control over the Internet. Borrowing from the work of “The Era of Digital Activism” Marcos

Sivitanides, Vivek Shah (2011) writes that people around the globe have become progressively aware of and fascinated by the increase use of digital technologies, computers, mobiles and different internet enabled devices, within the battle for social and political modification. He argues that cyberactivism is not even the right term for the use of technology for policy. Though the phrase cyberactivism is challenged we elected to use it as a result of the actual fact that it best describes the speed, responsibility, scale and low cost of the internet. Group action despite whether or not activists organize face to face over the phone or via social networking sites are all two faced with the same human activity challenges.

Challenges such as a way to get individuals to hitch, how to coordinated action, however ought to we have a tendency to pursue other purpose. Instead, these new technology ought to be used as tools to alter the ways that such problems are confronted, creating some tasks easier, others more difficult, and deed several unchanged. He also believe that the foremost necessary concern of digital technologies in an exceedingly activism can lie neither within the creation of “digital activism” nor in a universal transformation of policy however within the integration of such new tools and therefore the implantation of latest and innovative practices.

I draw the idea that the internet is not solely aforesaid to greatly facilitate mobilization and participation in ancient kinds of protest, like national street demonstrations but also to administer these protests an additional multinational character by effectively and rapidly spreading communication and mobilization efforts. The net has so not solely supported ancient offline social movement action like the classical street demonstrations and created them more multinational, however are additionally accustomed originated new kinds of online protest activities and to made online modes of existing offline protest actions. By doing so the net has enlarged and complemented today’s front “Repertoire of Collective Action” (Tilly 1984, MC Adam, Tarrow and Tilly 2001). The virtual activities could vary from online petitions, email bombings and virtual sit-ins to hack the websites of enormous firms and governments. The email petition appears to be the superb continuation of its offline forerunner since it’s a familiar manoeuvre may be simply used, set up and right away forwarded to an infinite variety of individuals across time associated geographical boundaries. Jeroen Van Laer and Peter Van Aelst (2009)

Cyberactivism is a utilization of internet and ICTs, applies progressed ICTs, mails, newsgroups and internet utilized by the people and gatherings to correspond with huge gatherings of people,

electrifying people around a particular issue or set of issues trying to assemble solidarity towards an important aggregate activities (Mc McCaughey & Ayer 2003). Swati Mirani and their colleagues in the article “Empowering Women through ICTs: Cyber Campaigns on Violence against Women in India” (2014) argues that cyberactivism is near to digital protest that happens when data and feelings bolster the support methodology are examined and exhibited in arranged digital gatherings through electronic correspondence innovations.

I am influenced by their idea that digital protest is progressively being utilized worldwide for cause related gatherings pledges, campaigning's, volunteering and group building with an expect to create a mass developments and aggregate activity. It is important to note that a few prominent online appeal destinations for example Awaaz.org, Change.org, Move on.org, Blogs on My space, Word press and Podcasts captivate individuals to impart their thoughts, views musings, perspectives and talk about issues of open enthusiasm on environment, human rights, sex, racism, every living creatures common sense entitlement and so on. These serve to encourage speedier interchanges through national developments and disperse a message crosswise over to mass gatherings of people.

Theory of Resource Mobilization

Resource Mobilization Theory is a hypothesis utilized as a part of social development and contends that the achievement of development relies on upon assets. The assets, for example, time, cash, authoritative aptitudes and innovation and capacity to utilize them, inner and outside backing certain social or political open doors are basic to the achievement of social developments.

John D MC Cathy, Mayer Zald (1977) contends that assets are important for engagement and must be amassed for aggregate design, development's prosperity and disappointment relies on upon inclusion of people and association to which a social networking speaks to. Resource mobilization theory seems to be a sensible begin line for clarifying the quality and effect of social networking innovations in social developments because of its weight on the social, chronicled, and political settings of aggregate activity also as on the utility and cooperation of possible assets Nahed Eltantawy, Julie B Wiest (2011). These speculations have created from investigations of aggregate activity all through the sixties picking up expansion in seventies and eighties despite the fact that its quality has wound down. The hypothesis has been censured for its supposition of the steadiness of discontent and aggregate hobbies over the long run its

fervency of the significance of open air assets and its failure to satisfactorily tended to social developments that start with genuinely considerable assets or those actuated by some minority group. (Jenkins 1983, Shin 1994, Walsh, 1981)

Ashok Swain (1993) argues that the resource mobilization theory tries to elucidate how material resources and political opportunities have an effect on social movements. It conjointly examines the movements and their institutions are organized, the event and behavior of movement is seen as associate interplay between internal facts like leadership, extent of accessible resources, cluster strength and degree of internal organizations and external factors such as degree of social repression, extent of third party involvement and strength of pressure teams.

Mobilization is defined as “the process by which candidates, parties, activists and groups induce other people to participate” (Rosenstone & Hansen, 2003, 25). Participants mobilized through social media area unit characterized by lower socio economic standing and younger age than those that area unit mobilized through established civil society organizations. As compared to mobilization through thought and alternative media, there an identical pattern: social media recruits tend to possess a lower financial gain, to be younger and be less possible to possess a full time job than the remainder of the populations. Facebook has an independent effect on mobilization, and thus supplements established civil society as a structure for mobilization.” Bernard Enjolras, Kari Steen-Johnsen and Dag Wollebæk (2012)

Anita, Todd, Dorothea Farquhar (2012) write in their article “Social Media and Protest Mobilization; Evidence from the Tunisian Revolution” the theory claims that open and affluent societies give additional favorable conditions for contentious teams to thrive, therefore creating protest additional common (Dalton and Van 2005). The arrival of the internet builds on ever denser communication infrastructures as societies develop and provides a resource that may be used to orchestrate protest wherever institutional distrust looms giant and civic policy is systematically suppressed. “Resource mobilization theory was also unlike earlier collective action theories in that it was the first to recognize the importance of influences outside the social movement under study” (Johnson 2000).

One of the foremost revolutionary aspects of the involvement in social media in mobilizing is that it trivializes the requirement for elite support. Through the involvement of people through

social media people are able to connect with one another and organize at an unbelievable low values over that it is additionally a resource that is obtainable to most of the people, which implies even uncommitted individuals might need a chance to affix the cause.

Protest in the Age of Social Media

Social media is now a day's more highlighted and being used in the contemporary revolution. It's only because it has increased the capability to communicate, accessibility, and many more has made the internet platform for every individual or organization to disseminate a social message far and wide. In the contemporary days independent activists the world over are using internet to frame their community connect, organize events and raise funds. For the revolution, activists are using the tools such as online petition (websites such as change.org and move on.org) where people can communicate worldwide regarding the causes. The climbing era basically conveys in an unexpected way, between acts in an unexpected way, and has distinctive desires of the public sphere contrasted with past eras. It is hard to envision that such a quick, monstrous change in the way of political correspondences couldn't make any difference in substantive ways. Charles Tilly and Sidney Tarrow have contended that the media assume an indispensable part in scaling neighborhood challenges up into more extensive developments and in restricting more extensive episodes.

As Fuchs (2006, 293) contends the Internet is not just a major commercial center, it is likewise a space of political association. Web journals, wikis and long range interpersonal communication locales give an innovative premise for grassroots activity to facilitate and for members to impart. Talk rooms, Email and portable devices empower specially appointed exercises to emerge. As Benkler (2006, 18) contends there is no ensure that organized information innovation will prompt the enhancements in protest, opportunity, and equity that are possible. Global safety and grassroots exercises need to rise up out of an aggregate the utilization of social programming for political dissent or cooperation is reliant on the belief systems and the social and political connections of its clients and engineers. Users and makers can either improve rivalry, correspondence or joint effort in the internet. Henceforth innovation's potential can be utilized as a part of distinctive ways also the future heading it takes is subject to its actors (Christina Neumayer & Celina Raffl dec 2008). Let me illustrate this point with few examples from 2011 movements. Hence, this section will provide real world examples of how social networking sites are being used for cyberactivism.

The countries like Morocco, Libya, Yemen, Bahrain, Tunisia and Egypt are some countries where massive protests were conducted by social media and through which the people got motivated and started demonstrations. In October 2007, in US presidential race, Facebook has touted more than fifty million dynamic clients with a larger part logging into the framework at least once a day. Social media assumed a noteworthy part in 2012 US presidential decision with Facebook referring to nine million of its users voting. Social systems administration destinations have been utilized to assemble people to take an interest in challenge around the globe, for example, the London adolescent's revolts in summer of 2011 and 2009, Iranian dissent against reelection of Mahmoud Ahmadinejad and in center east by and large transformed on Bedouin spring. Juliet E. Carlisle and Robert C. Patton recommended that Facebook political engagement may be one of a kind in conventional indicators of logged off political engagement inside long range informal communication destinations spaces.

The social stages of the Internet enhance these choices (customary political activities) and strengthen and excuse the perspective that political cooperation does not so much need to be badly designed. Social development that keep on viewing the Internet as an instrument then are by and large deserted and their powerlessness to admire it both as another medium and new mode of difference just augments the hole in the middle of them and others which grasp and endeavor its potential. Niel Niño Lim (2009)

Social Media in Egyptian Revolution

"In Egypt social networking platforms like Facebook and Twitter were used to announce and publicize the initial protests of 25 January 2011." Facebook groups such as we are all Khaled Said and the April Youth Movement called for demonstrations on 25 January. The plans and message of the protest were also disseminated through conventional means like word of mouth, photocopied flyers, and email of a PDF file explaining the plans for the protests.

In Egypt, the Mubarak administration perceived that data is power and made severe foundations to control these streams. Torment, control, and homicide kept Egyptians in apprehension and obstructed them from sorting out and restricting Mubarak in an expansive scale way. Anyway then, with the click of a catch, the circumstance changed. Pictures uncovering murders and torment were posted on online journals; gatherings and examination discussions condemning the administration's reactionary nature showed up. Additionally, the decentralized character of the Internet blocked Mubarak's coercive mechanical assembly from halting this methodology.

Therefore, the boundless utilization of the Internet and social networking - Facebook, YouTube, and web journals - permitted the arrangement of systems that lessened the deterrents to people acting all things considered against the Mubarak regime when photographs of the mangled body of Khaled Saeed were discharged on the Internet, people got to be all the more by and by influenced and thoughtful to casualties of the Mubarak administration. A Facebook dedication page for Saeed then encouraged a procedure of systems administration that couldn't be halted by Mubarak's police compels because of its virtual nature. These systems were then used to urge individuals to go into the lanes and challenge Diaz, Rodolfo (2011). Similarly "In Saudi Arabia protests against the government and the monarchy, scheduled for 11 March 2011, were called for on Facebook and Twitter. Facebook activists were also swiftly arrested and proclamations were made about the dangers of activism by the regime."

The "Arab Spring" in Tunisia, Egypt and elsewhere in the Mid-East heavily relied on the Internet, social media and technologies like Twitter, TwitPic, Facebook and YouTube in the early stages to accelerate social protest. It provided the activities from all over the world in exchanging ideas, gaining attention and the coordinate activities.

Tunisian Revolution

Tunisian Revolution: there were facebook pages which was emblazoned with the revolts slogan "Ben Ali, out," had made way for the name of interim president. "Ghannouchi Out," they declared and the protesters heavily relied on social media websites like Facebook and Twitter to circulate videos of each demonstration and issue calls for the next one. ("President of Tunisia Flees," NY Times, 1/14/11). Other social media aspects of the revolution included Twitter updates with stories of state oppression, police brutality and unrest, and tweet feeds of imminent street protests. Over 30,000 videos have now been placed on YouTube tagged "Sidi Bouzid." [Online Social Media, 1/18/11 story] During the Tunisian revolution, Egyptian bloggers were on Twitter, Facebook, and personal blogs posting updates and uploading images and videos of the Tunisian protests. In response to social media some scholar argued, indeed where advancements of social media add to mass challenge and the fortifying of social movements, there is no ensure that such challenges and movements will essentially be effective and result in administration change or a more comprehensive political future.

It can be said that there are effective illustrations where activists have utilized social networking to activate to topple administrations. These incorporate Indonesia in 1998, Kyrgyzstan in 2005

and all the more as of late Tunisia and Egypt in 2010 and 2011 (see Howard, 2011; Ottawa and Hamzawy, 2011). There are likewise illustrations, notwithstanding with the utilization of new advancements has not brought about clear political results or institutional outcomes, for illustration Iran in 2009 and Thailand in 2010 (Shirky in Gladwell and Shirky, 2011; Howard, 2011). Fulya Sen (2012) suggested that “In Arab world the root cause of protest was high unemployment especially among young people frustrated against political corruption and corporate greed.”

Chapter 3

Cyberactivism in India

Introduction

In developing country like India social movements are now a day's using the internet among themselves or transnationalized public. The social media in India has often involved in the activities from eye witness report of terrorist attack and general election to online protest campaign. In India people are frustrated with the way the political parties work today, corruption, racism, hunger, poverty, fee hike, inflation, environmental degradation, terrorism and many more. The digitalized version of movement during globalization are practices that can be defined as individual working collectively to achieve a common purpose. The creation of cyber activism will help in implementation of new and innovative practices.

These informal organizations which involve ICTs are actually simply present day types of political social networking sites which originate before the innovative era. We now go to online gatherings or Twitter, rather than town lobby gatherings. Individuals can basically assemble worldwide through the Internet. Ladies can make transnational organizations together and hall for rights inside their separate nations; they can provide for one another tips and impart forward information. This information gets to be "hyper printed," accessible in downloadable configurations with simple access for all. The UN associations likewise utilize "hyper text based" groups. They can post data about up and coming summits, they can post bulletins on what happened at these gatherings, and connections to features can be imparted; the majority of this data can be downloaded at the click of a button. The UN and numerous different on-screen characters are displaying this data trying to get a certain message out in the digital circle and thusly guide open recognition on an issue.

The United Nations called attention to in 2010 that more Indians have access to a mobile than to a toilet. There are more than 800 million versatile associations, despite the fact that the quantity of extraordinary users (barring dormant associations) is assessed at around 600 million. Together with the way that 60 percent of all family units have link and satellite TV, giving access to large portions of the 700 or more TV stations authorized to show, it gets to be clear that in talkative India, mass destitution and underestimation don't bring about an immaculate "advanced separation." This, together with the way that general society telecaster's prime physical station,

DD National, covers around 92 percent of the 1.2 billion or more populace, plainly recommends that the users of computerized innovations in India incorporate a number of the 300 million still beneath the authority neediness line.

The contemporary advancement of information and technology has given rise to the networked communities especially young to coordinate, supporting and maintaining real life activism to act towards the movement. The networking sites have become new platform tool which connected people virtually. Internet as a tool is contributing in human life and proved to be important tool of the movement. Scholars argue that individuals around the globe have become aware and are interested in getting information and are being involved in it. In India cyber activism has started and it has to make a long journey.

Some of the activism in India which took place are “*Green Peace*,” “*Save Tiger*,” “*Children Rights and You*,” which have been shepherd and have collected huge support. Green peace an organization has opened café outside the carbide office and it was launched to bring justice to Bhopal gas tragedy. Petition was circulated to thousands of mail boxes and has recognized the strength of cyber activism.

Another is justice in Jessica Lal murder case was also ground of cyber activism. The emergence of social media in India first came into focus during 2008 Mumbai attack where twitter became source of information about attack even for Indian mainstream and world. 26/11 terror attack in Mumbai a candle light vigils was organized by “virtual vigilants” who garnered support in which the issues were discussed network by activists a blogger named Harish Iyer 29 had started “Mumbai terror helpline BlogSpot.com” and these blogs provided information and helped the people in making aware about the situation, it is cheap and easy to register the protest with the click of button in a few second. Another activist named “Aditya Raj kaul during his class 12 exams, he started online petition for retrial in the Priyadarshini Matto case”. The outcome was that there were 800 sign in first three hours and Priyadarshini got justice. This proved that the social networking sites has become the networking site in garnering support in spreading messages and reaching audiences through groups.

A petrified incident took place in the national capital of India 16 Dec 2012, a 23 year old girl was reverberating across social media. In which Facebook and Twitter played a vital role in expressing the collective anger against the failure of government responding to the incident. The change.org an online petition platform received more than 650000 signatures in last four days.

Twitter which has 16 million users in India has been abuzz with the news of protest and comments and on Facebook 10 groups were created to bring people for the similar cause.

Some scholars argued that, the proceeded with innovation of the Internet as a device for sorting out novel manifestations of information and social communication, obliges that Internet legislative issues be persistently re-estimated from a point of view that is both discriminating and reconstructive. To start, the Internet constitutes a dynamic and complex space in which individuals can build and trial with character, society, and social practices. It likewise makes more information accessible to a more prominent number of individuals, all the more effectively and from a more extensive show of sources, than any media and correspondence in history then again, information communication technologies have been demonstrated to retard up close and personal relationships, undermine customary originations of the commons, and expand structures of Western government what's more, cutting-edge free enterprise to the finishes. The test within reach is to start to imagine the political reality of media, for example, the Internet as a complex arrangement of spots encapsulating remade models of citizenship and new types of political activism.

Clay Shirky (2011) argues in his article “ The Political Power of Social Media : Technology, the Public sphere and the Political Change” every where through put the world activists believe in the utility of these technologies and make moves to utilize them accordingly and the administration they battle with think online networking devices are intense as well and are ready to harass, outcast, capture or execute users accordingly, anything that compels the most exceedingly bad dangers of politics by the state against natives utilizing these devices additionally build the progressive situation. A few social associations utilizing cyber campaigning by means of long range interpersonal communication sites have collected gigantic backing from individuals everywhere.

Another specific example is the India against corruption campaign led by social activists Anna Hazare where a group has capitalized on the word of mouth benefits of Facebook and twitter only because they witnessed the potentiality of these in spreading of messages even to US and Europe. Some scholars argue that the engagement of the people and technological events has increased the opportunity for in-depth conversation on the subject does not seem to be increasing at same rate. Another scholar argued that technology is neither friend nor foe it really depend on

how people utilize it technology can allow for better and faster engagement with people but there is no silver bullet.

It is widely acknowledged that Anna Hazare was a nice radical fighting against corruption and radical practices within the society. In past days he got various support and recognition from individuals that currently create him as their model. 'Join Anna Hazare' is one amongst such pages created by Mohammed Zaid Shaikh a Mumbai based Facebook user was liked / followed by 38000 users that shows revolution a strength and hit issue. The ability of social networking sites are often seen in varied protests done by several social activists through the crowds they gathered. Even "Anna Hazare movement got huge response on their websites, daily updates of parliament being commented on these websites." "Tweets have called for supporters to come immediately to protest at locations where arrests have taken place. Recent hot trends on Twitter have included #supportannahazare, #annahazare, #kiranbedi, #DelhiPolice and #janlokalpal." There were more than 150 pages analogous to Anna on facebook, considerable online sign campaign, 4 lakh liked IAC Facebook pages and videos posted on you tube.

The examples of Hazare and other recent social media activity around the globe graphically illustrates how the virtual world is taking on a political and social conscience dimension and enabling people to analyze and act on issues, regardless of their geographical location. These examples illustrates that the social media as a tool can foster the social movements in and can result in the social changes. Social networking sites has been proved useful as wells successful in India.

Social networking sites supplement and now and again enhance ordinary, standard media anyway ought not to replace it. It is essential for challenge and social movement to depend not just on social media additionally to connection to standard broad communications, with a specific end goal to achieve and impact popular feeling at expansive (Mäkinen and Kuira, 2008; Castells, 2007). The suggestion on depending on both types of media means, on the other hand, that it is hard to recognize the impacts of online networking from those of standard media, which may be imparting the same data (Away, 2010). In circumstances where the utilization of the Internet or mobile phones is disturbed by government, it is, moreover, fundamental for protestors to have the capacity to receive different strategies. New innovation of technology can enhance the possibilities of building up an aggregate personality and encouraging aggregate activity, they can likewise encourage intergroup divisions. Online social networking sites and the capacity to

control information introduction in new media innovations take into account individuals to hunt down similarly invested individuals and for data that strengthen their convictions. This can encourage bunch polarization and fortify existing sees to the detriment of different suppositions (Aday, 2010; Mäkinen and Kuira, 2008; Garrett, 2006). H.Haider (2011)

“Boyd and Ellison define Social Networking Sites as: “web based services that allow individuals to 1. Construct a public or semi-public profile within a bounded system,

2. Articulate a list of other users with whom they share a connection and

3. View and traverse their list of connections and those made by others within the system.

The nature and nomenclature of these connections may vary from site to site.” Manjunatha S. (2013).

The topic cyberactivism is always associated with the stories and the case studies similarly my report is based on the case study methodology and investigates two case studies. It will highlight how social networking sites became a space of protest and discussion from different people from different places. It might illustrate how digital technology is strengthening social movement by providing new tools and capacity. Using the Sexual abuse at Jadavapur University and following violence and Nido Tania's Killing on the racial grounds (2014) as a case study for analysis, this article explores the possible utility and enhance the understanding and take a step toward the revolution. It will also aim to examine the case studies in order to map the dynamics of social media and its implication. The objective of the case studies is to write a narrative description of the events and the technology used in these case studies. The case study will examine the root cause outcome and the progress.

CASE STUDY: 1

Nido Tania's killing on Racial Grounds.

Introduction

A nation reacts to the word racism. The question arises is India a racist country? Are the people of India discriminating with each other? It would not be wrong to say that racism exists in our country. People should accept the truth that we as Indians are racist too. India continues to be shamed by the sexual assaults rapes and racism. Discrimination is any distinction, exclusion or preference supported race, color, sex, religion, political opinion, national extraction or social origin that has the impact of nullifying or impairing equality of chance or treatment working or occupation. Social inequality and uncertainty have risen within the age of globalization, as have racial and non secular identities. Shibayan Raha (2014) argues that we have been racist towards “people who don't fit into our stereotypical Indian mentally especially towards people from eight states of north east India.” Caroline Maninee, a student from Manipur said “the discrimination was on the basis of appearance and ignorance about north east.” Anti racism law is needed by India.

Background to Revolution

A petrified incident took place on 29th of January 2014 a boy named Nido Tania a 20 year old student from Arunachal Pradesh was murdered in the Lajpat nagar area of Delhi, triggering widespread protests. He was the son of congress legislator Nido Pavitra. The whole incident started with the comments about his hairstyle that was discriminatory. He was crushed with iron rods and sticks once a fight with a shopkeeper and different men in south Delhi Lajpat nagar market. The shopkeepers made fun of his styles, hairstyle, clothes and mongoloid features and lead to the death of the boy. The death of Nido Tania tells that racism exists in India. The reason for racism and discrimination students from north east feel that they face racism because the lack of information on cultural heritage and unique identity of their states that more people in north India discriminate against them. As the north east is geographically distinct from the rest of the country, connected to it by a narrow strip land known's siliguri corridor.

Social Media as an Organizational Tool

Public consideration through Internet pursuits, even in the wake of controlling for group qualities such as political introduction and authoritative assets, has a direct impact on the protest of online activism, and additionally a circuitous impact on the spread of disconnected from the net challenges. Also, online exercises on Facebook and Twitter absolutely influence the spread of logged off challenges and their impact increments after some time.

This part will address how the social media was used to organize and facilitate the protest occurring on 29th of January 2014 when protesters gathered in Jantar Mantar square by thousands as an offline mode. If we focus on online mode than the Social media plays an important role. As a tool it was effective and easier in reaching people than we do watching the news or reading every article that is written on newspaper.

Online networking can affect the advancement of challenge movements in various ways. First online networking can help to fabricate a protest movement, and it can do as such with striking speed. Second, once a movement exists, online networking can assume an imperative part in selecting new individuals and empowering participation. Third, once challenges are going full swing, online networking can spread information about them. Social media use can influence these variables. Case in point, social networking can make it significantly less demanding to obtain information about both the potential expenses and the advantages of taking an interest in a challenge. Moreover, online networking can make it less demanding to transmit and get messages that pass on a feeling of good shock or gathering adequacy or those connection current political advancements to socially imparted grievances. Prior to the appearance of social networking, on any given day an individual may have had the chance to impart his or her sentiments about an unfolding political occasion. Joshua A. Tucker, Megan Merzger, Duncan Penfold-Brown, Richard Bonneau, John Jost, Jonathan Nagle (2014). Christian Fuchs in his articles "Social Media: A Critical Introduction Twitter and Democracy" argues that he would rather need to fret that social media cannot replace collective action that involves spatio temporal presence but Social media will given a good organization, high interest and plenty of resources function as protest coordination and organization tools. However the perceptibility of protests shows that they cannot replace collective protest action and experiences.

The Tania's East Asian features and his death highlighted the racism in which millions across India are venting their anger, raising their voice against racism and demanding justice for Nido

Tania on social networking sites Facebook and Twitter. In this digital world people have more capacity to learn communicate and collaborate than ever before and it acts as a catalyst to create a real change. The old techniques included marches, door to door rallies, public speeches, songs, and communication with vast audiences, etc has witnessed from gandhian era in open sphere. Now public life moves online, new technologies are bringing attention to public issues very quickly and have become primary mechanism. The youth working inside an online group may be geologically scattered, encountering distinctive hours of the day in diverse regions, yet they impart an indistinguishable participation, virtual space and principles, imparted exercises, what's more a sound judgment of having a place. Being online not just disengages people from the imperatives forced by area, be that as it may likewise liberates them from the requirements connected with their logged off identities and social parts.

Youth have a chance to express online their “genuine” or internal identities, utilizing the relative obscurity of the web to be the individual they need to be and trying different things with their character and self. People utilize the web to do old things in new ways, growing the conceivable outcomes of correspondence among people who know one another and are connected by fellowship, family relationship, or different sorts of relationship. It goes without saying that this is not the first time a social media has been used as a tool for change. The protest almost took place in every city, town and various parts of country. The people were angry and held a protest and also met Arvind kejriwal.

Citizen on social media reacted with shock and anger to the news of Arunachal student Nido Tania death #Arunachal Pradesh #Delhi #Hate Crime #Racism #Social Media #Nido Tania. Some reaction from web many on social media called it an act of hate crime and many of them started paying tributes to the victim on twitter using the hash tag RIP Nido Tania and termed as it as a racist incident. Evgeny Morozov (2010) in the article “The Internet” wrote that the Internet has not cut down despots or disposed of outskirts. It has accelerated and opened up numerous existing strengths at work on the world, frequently make in governmental issues more burnable and unpredictable. On facebook, that boy was among the disposed topics, minimum of 3 pages referred to as “Justice of Nido Tania” have return up within past 24 hours. The likes were varying more than 70000. These pages shared messages inceptive racism against those from the north east and conjointly gave out details of offline protests and candle flame vigils within the town. The protesters were mobilized by students groups like Arunachal Union, JNU student

Union, Naga student Union, North East State Union, all Assamese students association who informed thousands of youngsters through social media and SMS, students of the private university in Punjab where Nido was studying have launched a campaign on Facebook.



Source: <https://www.facebook.com/justiceforNidoTania>

The Facebook community page titled “Justice for Nido Tania” had received support from more than 55,010 people by the evening and another page with the same title has received support of more than 24,000 people.

Apart from seeking justice, Facebook users supporting the cause also expressed their support for students from the north-east. The senders may find easier to present themselves and their issues online. The Facebook community has called for holding a candlelight march from Phagwara to Jalandhar on that evening to create awareness among people about racism and the racial attacks against people from the north-east. This shows that the facebook pages contains inconceivable amount of information’s pasturing from individual experience, news updates and links to live the streams of the protest.

It has been witnessed that the availability of social networking sites has provided a loud voice internationally which was independent of the government, traditional media and also provides a

space for the movement apart from the physical places. Many political scientists, media researches, other scholars as well as political activists believe that internet as an intermediate has possibility to change societal communication and makes an appropriate public sphere.

Papic and Noonan (2011) suggested that it is important to identify that how one can communicate online; groups are being administered by the people, formally organized who identify with the similar options and values. Instead of attending the meetings, workshops, rallies, individuals can join the facebook group or follow the people on twitter feed at home which gives some measures of anonymity instead of being physically present on streets.

A Naga student at JNU has made statement that “racism is a mind set of ruling class.”

A few students from hill states like Uttarakhand and Himachal Pradesh who are often been commented as paharis and they were also the part of protest. On internet a slogan circulated an image with “Stop Racism Unite Together” written on that and exhorted folks to place it as a mark of protest. Another page “Justice for Nido Tania” page hosted a massive to CM Arvind kejriwal from skimmese students, asking him to appear into the case and listen to the voices of these from north east. A petition was also self addressed to home Minister Sushil Kumar Shinde on Saddahaq.com asks him to promote the inquiry and demanded for the safety of north east individuals living in Delhi. North East Community feeling alienated and got many comments one among them was “I know not all the individuals of Delhi are like those criminals.” A piece of writing concerned on the Facebook page, “it and invitation to all or any Delhiites to avoid discriminating our brothers and sisters from racial discrimination.” (Times of India 2014)

A delegation of students from the north east met Arvind kejriwal seeking immediate steps towards the incident while a Facebook page Justice for Nido Tania, has evoked large online support not only from people from the region but from the other parts of the country.

Manisha Chauhan, a Sociology student of Delhi University wrote on the page that “Really being ashamed of being part of the nation where people are judged by their appearances and worse are beaten to death if they raise voice against the discrimination.” Another criticism posted on the Facebook page was writing by Paljore Tshering Bhutia, a student from Gangtok lives in Kolkata, she writes “All those who culprits should be hanged, not incarcerated so that they get bail later. Stop racial discrimination, think of what the British did to you.” The facebook page has received the “like” were more than 25200 so far. Another student Sunaina commented that people from mainland India call us “North East,” but treat us like we are from other country and

every time call us Chinese” (Telegraph 2014). Binalakshmi Nepram an activist tweeted, “people of # DELHI if you truly care, look forward your coming share your ideas for change. Today, 5:30 pm Jantar Mantar. It is one country, one people!”

In this manner, online spaces are being utilized as a continuation of ordinary correspondence, to consider encounters at places and arrangement joint exercises. In the meantime, the online experience of directing numerous exercises and discussions with others is joined in the way youth approach day by day life, and the limits in the middle of logged off and on the web, open furthermore private, are continually being smeared, commonly influencing one another in different ways.

Nabajyoti 2014 argues in his article “Stop Racism against North East India” that north east people often face a lot of troubles when they are out of their home states. He says the death of Nido Tania within the capital of India may be a shame, we have a tendency to as a society failing and there’s no thanks to cover the shame and this is often not associate isolated incident if we talk about the solution then education might play a role in decreasing the racism, it may be a cure to any or all varieties of biases, prejudices and stereotyping. It’s a time to get educate ourselves and act consequently to it. In my view not only Nido is the face of the racism there are large number of stories like these every where almost every person from north east has his own story to tell, this not limited to Delhi alone all over India people have same prejudice, bias, stereotypes calling them chinky, momo, nepali.Etc.

The article 14 of the constitution deals with the “right to equality.” It tells us with the straight forward of faces that the state shall not refuse to any person equality before the law or equal protection of the laws within the territory of India. Indrajit Hazra argues in his article that for the 'social mindset' to change, the law must first treat, and be seen treating, crimes including non-racist crimes against northeast Indians seriously. It is how law enforcers deal with cases in which ethnic or racial minorities are victims and complainants that will determine whether India confines itself to benign discrimination. Until then, constitutional exceptions will continue to prove a shameful rule. (Indrajit Hazra Times of India 2014)

In a map of survey released by the Washington post, India was rated as one of the most racist countries in the world. Racism in India is additionally visible amongst Indian communities extractable to an outsized regional diversity, we discover communities faveolate up against one another ideologically, or for resources. Asses Bhasin (2014)

An exceptionally prominent tool Facebook made accessible by Delhi Police for the North East individuals to help them in need. Delhi police has propelled facebook pages that seek after to impact the individuals especially the youthful, has conceded 5,500 recommendations and grumblings crosswise over India in the three weeks its dispatch. The understanding was taken in the wake of affirmed “bigot” assault on Nido Tania that prompted his demise. The online group has offered chance to pen down their encounters and contemplations and clients can likewise post articles and stories.

CASE STUDY 2:

HOK KOLOROB Movement

Introduction: India against police violence and gender justice.

The Hok Kolorob movement or 2014 Jadavpur University student protest started on August 28, a girl second-year student at Jadavpur University was dragged into the ‘Old Boys’ Hostel on grounds and attacked, and her male companion thumped, by 10 occupants of the hostel. A number of students then organized showings requesting that the blamed ICC advisory group individuals be supplanted, and also framing an “outer board,” viably the Local Complaint Committee (LCC) prescribed by the Sexual Harassment Act, and requesting expanded security for students inside the grounds. On the night time of September 16, after the meeting of Executive Councils was done, students gheraoed some college authorities, including Vice-Chancellor Abhijit Chakrabarti, in their workplaces. On 20 September, a rally was composed by students in the heart of the city, and was gone to by students from the University, other instructive establishments, and the general people in an unconstrained upheaval of shock at the severity with which the restriction to power was stamped out. The challenges have been checked with an in number social flavor: students have been singing, moving and organizing assorted social indications during the time while the protests follow. The challenges have an expansive oeuvre of notices, graffiti, sonnets, melodies, mottos, road plays and exhibitions specking the University grounds and the lanes of Kolkata. Gender violence is an issue that at present resounds with individuals from all classes of society, over all parts of the world. On account of Kolkata, particularly, streets are no more sheltered even in wide daylight, as any of its female inhabitants will affirm. Also, the most frightening part in this is that wrongdoings against ladies are so various, so common, that to be heard among the masses of victimized people.

Use of Social Media

Hok Kolorob in the city and #Hokkolorob on the Internet viably held together a student protest that started on a college grounds, disentangled online and afterward returned logged off as the swarms swelled on Kolkata streets. “1 lakh students took to the streets the day after demanding the resignation of the VC of Jadavpur University.” On Twitter, #Hokkolorob enlarged unexpectedly at few point somewhere around 17 and 18 September, coming to its peak around 21 September, the day following the monstrous dissent walk. On Facebook, as well, the hash tag

started showing up all at once after the night of police mercilessness on 17 September. In response to social media there are facebook groups being formed who call for certain ideas and certain issues to be discussed according to their own styles, interests and moods. Social media offer a medium for individuals to stay in contact with their acquaintances and keep up consistent contact with their companions. This expanded network opens new ways for connections to be constructed and bonds to be reinforced. Thus, social networking sites help to supplement and improve an individual's social experience for example, Facebook and Twitter permit individuals to discover all the more about their companions' advantage, and their own lives, which can prompt more productive discussions and examinations, prompting better and stronger connections.

Music today, for example, rap and hip hop is frequently used to protest issue, for example, racism or sexual assaults existing inside our general public. Music has been the weapon of choice for the protesting students of Jadavpur University, Rupam Islam, one of the biggest names of contemporary Bengali music. He has recorded his own version of *Hok Kolorob* to show his support for the students. It is utilized in light of the fact that it is a decent route for youthful grown-ups from people of any background to express themselves. A great deal of artists today making use of these technologies for protests. In response to protests the music is seemed to be much simpler to light of these variables, as popular music has frequently been seen as youth music. It does speak to more youthful people.

Cyberactivism is the utilization of electronic correspondence advancements, for example, social networking, particularly Twitter, Facebook, YouTube, email, and podcasts for different manifestations of activism to empower speedier correspondence by resident participation and the conveyance of nearby information to an expansive crowd. Internet advances are utilized for reason related raising support, group building, campaigning, and organizing. The utilization of electronic correspondence innovations, whether it's bringing issues to light or calling nationals to activity, innovation has assumed a critical part in joining individuals with a typical objective of progress Informing through email listservs, Facebook groups or community welcomes and change.org petitions are presently the standard for some activists. Furthermore, Cyber activism builds the impacts of spatial closeness to existing occupations. The outcomes will demonstrate that the Internet and social networking action make new correspondence channels among potential locales of conflict and encourage the dissemination of antagonistic aggregate actions.

Public consideration is essential for the spread of discord on the grounds that it demonstrates what general society is thinking about at a given minute. Rather than general feeling, open consideration changes rapidly and reports unpretentious. Variances in social, political, and monetary substances connected with a movement. (Ion Bogdan Vasi Chan S. Suh 2013)

The students have also started a Facebook campaign. A page called “*Students against Campus Violence*” on Facebook, which was initiated in March, is being used to post updates on the protest. In the days that took after the hashtag #hokkolorob became famous online on social networking turning into the sorting out cry of a quickly developing student movement that spread well past Jadavpur. Thousands reacted, at last climaxing in the notable 100,000 strong march on September 20. The posts which were widely shared on facebook in the days of protest were the images of police violence, the injured protesters, and the folks who were acting bravely and supporting the movement.

There have also been protests at IIT Chennai, in Delhi, IIT Mumbai, and IIT Kharagpur, Hyderabad, Pondicherry, and in Bangalore after the incident. Also the students from all over the country Delhi, Pune, Chennai, Hyderabad and Bangalore and more have risen in consensus and even internationally acknowledged, from Bangladesh to Kansas City to Arizona, have turned this into global issues. The crests of the Jadavpur disturbance were felt across the country with students of institutes like IIT-Bombay, Jawaharlal Nehru University, IIT-Kanpur and others, organize protests in their regions. Expeditiously, the agitation went global with alumni and Indian Diaspora pitching in via social networking sites. “We know about the protests in Kolkata and please convey to them that they have our support,” Sarker told IANS from Bangladesh, counting that directly the activists are “facing brutal police because the government is trying to save Jamaat after negotiations for power.” Compassionate to the Jadavpur starters protesters, Bangladeshi human rights activist Shahriar Kabir said though the matter generate the Shah Bag protests were “different and more complicated,” the expression of the students and the slogan-shouting reflect the commonality of students worldwide disturb against the establishment. If we look across the world, in London, New York, Cairo, Istanbul, students have participated in anti-establishment protests. Whenever there is some misdoing or wrong doing by the establishment youth have come forward. The most vital thing to note and to acknowledge is the way that this protest is no way politically bolstered by the opposition as implied by the decision party. This is absolutely students' unsettling, for students who have remained up for their entitlement to

security, sacredness and training, of their entitlement to be heard and not to be stomped on like insects. The police judge has as of now twisted out in a Press Conference diminish the whole episode and demonstrating altered feature clasps attempting to rescue what small amount is left of their picture. A few un-doctored features accessible on YouTube indicate something else.

As stated by Christiansen (2001), the social networking's sites are destinations are crucial apparatuses for the advancement of free discourse, in terms of imparting data, giving individuals a voice and empowering them to sort out, especially in creating states with authoritatarian administrations. An online campaign has started on change.org as a request to the governor to censure the brutal police activity against students in Jadavpur University, By Nishant Chinkwani (2014). It must be specified here that the anti movement campaigners have additionally begun a page known as #hokkyalano (let there be whipping) and the students there have assaulted JU's feeling of profound quality, society (here it means childhood) in insane and abusive terms. Having said all that, the slogan may be logical however it holds typical power in such settings. While #hokkolorob basically means creating commotion, it needs to maintain a strategic distance from individual assaults in its trademarks on the grounds that it is not battling a specific Vice-Chancellor or a specific political gathering. It may have begun thusly however the substantial numbers that took an interest in its dissent walks (in different colleges as well) have shaped this development to have a national character Soumyabrata Chatterjee (2015). The asserted lathicharge of students at Jadavpur college has activated shock among the youthful, particularly those in Calcutta and they have taken to person to person communication destinations to express their rage with the hashtag #hokkolorob. Challenge walks have additionally been composed against the charged police severity in JU as well as in different colleges the nation over also.

There is as of now a group on Facebook called #Hokkolorob (which inexactly interprets as "let there be a Noise") which has more than 9,000 supporters and various tweets. Not simply that, diverse have ejaculated photographs from presentation pictures on Facebook to express solidarity and to censure the assault on students. The #Hok Kolorob movement is currently taking social media by storm as students from across India square measure expressing their commonality with Jadavpur University students. The HASHTAG “#Hok Kolorob on Twitter, Facebook and Instagram shows photos and powerful views of the people against the administration.” The students comrades in JNU, DU and JMI launched an intensive campaign in commonality to the #Hok Kolorob movement in city.



Source: <https://www.facebook.com/events/329792713861923/>

Students from English and Foreign Language Hyderabad University community have started their petition in support of Jadavpur university protest in order to remove JU, VC and Registrar on change.org had received 10597 supporters. Moreover the hashtag, #Hok Kolorob has begun creating the rounds on facebook and twitter, primarily by Indians across the country effort for the people at Kolkata's Jadavpur University to receive justice.

Over a lakh individuals have joined the challenge in Kolkata, as well as around the nation, making inquiries from a framework that can't secure the instruction and prosperity of the adolescent. Hokkolorob, the battle cry has gotten to be synonymous with the protest, meaning "hallalob" or "let there be noise." Srishti Dutta Chowdhury from the Department of Comparative Literature (UG II) of Jadavpur University reacted that as per the Kolkata police estimation more than 1.1 lakh individuals generally youths from distinctive establishments have strolled in the overwhelming rain and challenged on the streets. She said we attempted and assembled however many individuals as could reasonably be expected, none of us appreciate a degree of impact so

extensive as to get more than 1 lakh individuals for a dissent walk on a Saturday. Srishti Dutta Chowdhary, who has been included in the development right from the beginning.

In Delhi the challenge development was dealt with by the understudies of JNU and in Bangalore the dissent was made by the understudies from diverse colleges and schools around the neighborhood lobby which fuses the understudy from Kolkata and the understudies of Jadavpur itself, also the ex understudy of Jadavpur who were at particular parts of the world in like manner contradicted in their own particular way through person to person communication against this police wildness over the understudies, even in 20 urban communities ranges in abroad the understudies dealt with challenge concerning this Jadavpur issue and that change this challenge into a worldwide challenge. Saptak bother.

By inspecting the utilization of online networking by distinctive protestors, the facebook and twitter have been found as the great intends to pass on messages about the brutality to the worldwide group keeping in mind the end goal to organize to the individuals who needed to get included in the dissents according to their hobbies furthermore helped in organizing the challenge by means of person to person communication destinations.

Chapter 4

Conclusion

In this thesis I argued that the Internet is an important tool for claim making, since cyberactivism has some virtues over other forms of activism. I have looked at the literature on cyberactivism to see the views of supporters and adversary of it. I contended by saying that Internet could be helpful for helping social developments despite the fact that the state and different powers outline it. Web as an instrument encourages and bolsters logged off aggregate activity as far as preparation, association and makes new methods of aggregate activity. Internet is used as a realm to open up the discussion of Indian issues. Likewise, the Internet is utilized to spread the dialog on the issue and demonstrates that this exchange has a considerable measure of on-screen characters included in it. In this manner, despite the fact that it is not the ideal apparatus, the Internet ought to be viewed as and investigated further as a helpful instrument for social developments. The study is descriptive in nature.

It was found that these social networking sites are acting as great medium for view mobilization. Folks are feeling free in sharing their thoughts on any issue and even youth is raising their voice against social acts like violation of racism and sexual violence. These social networking sites are proving themselves a boon at least in bringing thoughts of people on these social issues. It is likewise being produced from the information so gotten that individuals are getting more aware about the social issues predominantly from Facebook. Sometimes as opposed to getting this information the individuals by and large don't examine them and on the off chance that they do, they simply close down the locales after dialog and the issue just stays concentrated on web just. The examples of cyberactivism illustrates the active online participation of people from different states and have a potential to encourage the cyber movements and also make the people increasingly sensitive to issues. After looking on the case studies I found that the internet gives the protestors a loud voice internationally which was independent of the government. And hence provides a better space for the movement outside the physical place as well. The internet has provided an interactive space where debate was conducted and also created a new public space for the conversation among youths. It was found that Habermas work was invalid as it was limited to the upper class of society in which the women were excluded. However, the web is seen as

helping the minimized gatherings. Because of its development in access to data and trade of thoughts gave the ascent of developments.

Web has assumed an essential part in spreading the messages all through the nation and the result was that the individuals everywhere throughout the world have bolstered the developments in getting equity and end to a viciousness. The dissidents and supporters exploited online networking in spreading and accumulating messages.

The web has been proclaimed as another potential public sphere as it opened new channels for political correspondence and open talk. Inside the web, SNSs are seen as a potential improvement which could go about as another narrower type of this public sphere. Online networking made a difference arrange huge protests requesting equity and an end to savagery.

In Jadavpur University and North East social movements, online networking gave space and device to the movement and the extension of systems that the high authority couldn't undoubtedly control. Social networking helped a famous movement for political change to extend the circle of support. This study was looked for after in the attempt to discover whether Facebook, as a SNS, can be seen as a possible exchange where open talk happens and general feeling, as limit of the all inclusive community talk, is energized. In the contemporary setting, the virtual Public Sphere and open talk can't be separated from the expansive correspondences. Well known feeling has been empowered by diverse structures of media including day by day papers, magazines, TV talk programs and, most starting late the web and the web has been declared another open circle which opened new channels for political correspondence and open talk. In this study, the web and SNS were analyzed. The thought about the web as an open circle has elucidated. Informal communication has been a reason for a more greater part manage, participatory open circle. Truly physical spaces permit an agglomeration of people that issues them a perceivability that people with significant influence likely see as a danger. They likewise give opportunities for building and keeping up interpersonal relations that include eye contact, correspondence of an enthusiastic emanation, and holding exercises a larger that is imperative for the union of a political development and can scarcely be imparted over the Internet.

Social networking can, given a decent association, high intrigue and a considerable measure of assets, serve as challenge co-appointment and association instruments. In any case, the reality of dissents demonstrates that they can't supplant aggregate dissent activity and experience. Protests

oblige a mass of individuals recognition that there are societal issues, that these issues are horrendous and an outrage and a sign that something requirements to be changed. The case studies analyses investigations of dialog social occasions; research which explores political visits on new long range interpersonal communication frameworks, and more basically, crosswise over system over frameworks is scanty.

The change.org petition appears a splendid continuation since it is a familiar strategy, can be effectively utilized, set up and immediately sent to an unending amount of individuals crosswise over time and land limits. People may not feel persuaded to participate in higher limit activities as they can more easily pursue social and political change by tapping on a catch and observing a few promotions. As these online forms of customary activities have a littler effect on decision-creators this advancement may harm the arrangement effect of common society.

In this article, we concentrated on how the web has changed the activity repertoire of social movements by encouraging. The web enables social developments to take after that move and work all the more all around. The north east violence and the sexual assault in Jadavpur University are the examples of Cyberactivism in India that illustrates the active online participation of people in India and have prepatent to encourage cyber movements and make individuals sensitive to issues in India. It can be outlined as these exercises through the utilization of web is more proficient device to make individuals mindful about the viciousness and also bigotry confronted by a young lady and a kid separately prompting mass activation setting reason for online and in addition logged off campaigning. With the changing patterns in use of ICTs for all intents and purposes all over the place, activists too have begun utilizing these innovations for campaigning about social issues, over the globe. Several prevalent online sites, for example, Awaaz.org, Change.org, MoveOn.org, connect with individuals to impart their thoughts, contemplations, perspectives and talk about issues of open enthusiasm on sex, environment, human rights, every living creature's common sense entitlement, and so on. These serve to empower speedier trades through national advancements and scatter a message transversely over to mass gatherings of spectators. A couple of social affiliations using digital crusading by method for long range interpersonal correspondence locales, have gathered gigantic support from people all over the place provoking united open activity on a couple of fundamental issues including socio-societal position in creating nations. At the social level, advanced media like Facebook and Twitter are successful apparatuses for social communication, working as a

space for discussion and joining individuals, additionally going about as a window into the lives of others. It is this perspective that permits these apparatuses to improve youth enthusiasm for open issues. Additionally, different researcher's stress the regular effect these instruments have on people by improving courses of action of social personality development in political spaces where conclusions and thoughts are imparted (Bakardjieva, 2011). Especially, online person to person communication locales can work as valuable assets to make aggregate encounters that are fundamental conditions for challenge conduct, particularly among youth. As people who have grown up with the Internet and advanced media, youngsters have a tendency to be included in this sort of aggregate experience in view of imparted intrigues, speaking to new types of citizenship (Bennett, 2008). The Conclusion draws together the discoveries out of the past areas and analyzes their proposals. It highlights how inside contemporary social improvements web systems administration have been used to make another experience of open space, organized against the establishment of an overall population of diffusing.

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